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Revenue (1948) Department.

Ms SERIES.

G.O. No. 1246

Dated 20.5.1948

[Despatch Abstract.]

Prohibition - Working of the Act during November 1947

Report - Recorded.

GOVERNMENT OF MADRAS
Revenue Department

PRESS NOTE 31, dated 2-2-1948.

Prohibition - Working of the Act - Report for November'47.

The following report on the working of Prohibition during November 1947 in the 16 districts where it is now in force, is published for information.

I. ENFORCEMENT.

CASES:

The total number of cases detected in the 8 old Prohibition districts viz., Anantapur, Bellary, Kurnool, Cuddapah, Chittoor, North Arcot, Salem and Coimbatore during November 1947 was 3136 as against 2738 in October 1947. Of the total number of cases, 81% related to illicit distillation and kindred offences. There was appreciable increase in detection in the districts of Anantapur, Bellary, Kurnool and Chittoor due to well organised and successful raids conducted during the month by the preventive staff. The total number of cases detected in the new Prohibition districts of Guntur, Nellore, the Nilgiris, South Kanara, Malabar, Tanjore, Trichinopoly and Madura during November was 782 as against 676 in October. There was an increase in the total number of cases of smuggling of liquor during the month in both the old and new Prohibition districts. The cases reported in Tanjore and Trichinopoly related to smuggling from Pudukkottah State and Karaikal Nine cases detected in Malabar related to smuggling from Mahe and Cochin State. The total number of cases relating to intoxicating drugs however decreased from 360 in the previous month to 321 during the month. Most of the cases related to illicit possession of drugs.

ASSISTANCE OF OFFICIALS OF OTHER DEPARTMENTS AND NON-OFFICIALS IN THE DETECTION OF PROHIBITION OFFENCES:--

The Police in the Ceded districts have as usual given satisfactory Cooperation. They also did good work in Nellore District. In Salem and Bellary districts the Village Officers rendered assistance in the detection of offences. It is reported that the work of village Officers in the Guntur district was good, that the work turned out by village officers in the districts of Cuddapah, Anantapur, Chittoor Coimbatore and North Arcot was poor and that there was, complete absence of cooperation frmm them in Kurnool district The cooperation of outsiders was good in the districts of Salem, North Arcot, Nellore and Malabar. There was not much to report about the work of Village Prohibition Committees during the month.

GENERAL:

In the old Prohibition districts the detection work during the month was good in Bellary, Kurnool and Chittoor districts. Preventive work is yet to take shape in the new Prohibition Districts.

II. AMELIORATION.

SUBSTITUTES FOR DRINK:

Refreshment stalls opened after the introduction

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of Prohibition continued to be popular in general. But thos started at Government instance in the Nilgiris District were closed as they were not popular. Some stalls in Malabar district also were closed for want of financial assistance to run them. However, many new tea stalls sponsored by private persons sprung up in most of the districts during the month. The Indian Tea Marketing Expansion Board, North Arcot Branch supplied tea freely in Ranipet, Sholingur, Arkonam and Ambur centres, while the branch at Madura continued to distribute tea at cost price in villages within 25 miles of Madura on shandy days.

RURAL RECREATION:

The 75 Rural Recreation Officers who were on duty during the month visited 1088 villages and organised rural games in 871 villages. 53 tournaments were also held during the month.

BHAJANAS, HARIKATHAS AND KALAKSHEPAMS:

Bhajanas, Harikathas and Kalakshepams were held during the month in 1419 villages. Folk dances, dramas or cinema shows were held at the instance of the Special Development Officers in 309 villages.

In Malabar and South Kanara Districts not much progress was made in the organisation of rural games, bhajanas and entertainment to ex-addicts, as the entire ameliorative staff was concentrating attention on the formation ofjaggery manufacturing societies to provide employment to ex-tappers.

BALLAD SINGERS:

64 Ballad Singers were on duty during the onth. Excluding Tanjore District for which figures ere not available, they visited 631 villages, organised ommunity singing in 194 villages and trained 866 villagers n community singing.

ROPAGANDA VANS:

The Propaganda vans toured in all he Prohibition districts except the Nilgiris, Guntur, ellore and Trichinopoly during the month.

RAMASANGAMS:

701 Gramasangams and 17 firka Associations ere formed during the month, bringing the total number ormed up to the month to 8(29 Gramasangams, 229 irka associations and 56 Taluk associations. They ttended to various beneficial activities.

URAL UPLIFT SCHOOLS:

Rural uplift schools were opened uring the month in the districts of Bellary, Chittoor nd Nellore.

HRIFT:

A total of Rs.20,742 was saved in hundi boxes during he month, the amount saved upto the end of the month eing 1,37,478.

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UPLIFT OF WOMEN:

The Salem branch of the Indian Women Civic Corps continued to do useful work in 6 centres in Salem Town. The women folk were taught needle work, charka, spinning, music, games, first aid etc. The local branch of the Indian Woman Civic Corps at Kurnool cooperated with the Ameliorative staff in showing the magic lantern slides 'Haridasi'. In South Kanara District the Woman's Welfare Association gave lectures at various centres on the advantages of Prohibition. Sri Rangammal of Reddipalayam in Coimbatore did propaganda work among women for education of girls in the locality.

EMPLOYMENT OF EX-TODDY TAPPERS:-

In Salem district some of the tappers joined the Milk Supply Societies and some took to weaving. In North Arcot District 137 ex-tappers were admitted as members of milk supply Societies. As the palmyrah season has commenced, nearly 9000 to 10000 ex-tappers in Coimbatore district will be employed in the manufacture of palmyrah jaggery. In Trichinopoly district 200 ex-tappers were admitted as members in the jaggery Cooperative Societies and 5 milk supply societies to absorb 105 ex-tappers were also organised. Cooperative milk supply societies were also formed in Tanjore District to provide employment for ex-tappers. A cotton coir manufacturing society has been organised for the ex-tappers in Keerathurai in Madura city. About 9500 tappers in Malabar district and 2500 tappers in South Kanara district are expect d to be employed in the manufacture of jaggery.

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24-1-48.

Sd. x x
25-1-48.

Copy of Board's Ref. C.R.No.1308/48-K.1, dt. 10-5-48, to the Secretary to Government, Revenue Department, Madras.

Sub: Prohibition - Amelioration - Counter-attraction to drink-supply of short films and gramaphone records - Proposals report.

Read: Govt. Memo No.918 D/48-4, dt. 7-2-48.
Board's C.R.No.1308/48, K.1 dt. 9-4-4 .

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REFERENCE:

With reference to the remarks of the Board in its C.R.No.41064 Abk/47 XF1 dated 12-1-48 that not much progress was made in the organisation of rural games, bhajanas and entertainments to ex-addicts in Malabar district and that they are not quite popular and are not appreciated by the villagers, Government have suggested in their memorandum cited, that the rural propaganda methods may be improved and that the entertainments provided for the villagers should be such as will hold their interest and that short films on subjects in which the villagers are interested and gramaphone records may prove quite effective for the purpose. The Collector, Malabar who was addressed by the Board to report the reasons, why these diversions have not made much headway in his district are scattered and the peculiar residential conditions of the people in the interior villages are not suited for the organisation of entertainments and that there is no common place for the villagers to assembly daily to spend their leisure time. He has further stated that most of the villagers do not seem to be interested in sports and games as the problem of securing food and earning livelihood takes away much of their time.

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2. In order however, to improve the propaganda methods to ensure better results, the Collector has suggested that select cooperative societies and gramasangams may be supplied with gramaphones and records for daily use in prominent centres where people gather in the evening hours when the gramasangams and societies may do propaganda in favour of prohibition and also conduct rural games. He has also suggested that he may be supplied with short films and magic lantern slides for exhibition in the villages. As regards the first suggestion the Board considers that the question is however one of cost and it may not be possible for the Government to supply gramaphones and records to the various societies and gramasangams free of cost. They should be able to raise funds locally for this purpose. The records will however be played in the propaganda van whenever it is taken to the villages. The Collector, Malabar has recently purchased 25 gramaphone records for this purpose and they will be made use of in the propaganda van.

3. As regards the other suggestion to supply short films and magic lanterns, the Board submits that action has been taken by the Board to supply to districts the films recently received from the Information Films Officer, Bombay. The Board has also asked the Collector, Coimbatore to send the film on inauguration of prohibition in Coimbatore on 1-10-46 to the Collector Malabar. Further, the Board has submitted proposals to Government for the production of one or two short films on prohibition and when this materialises, those films will also be made available to this district for exhibition. The magic lantern slides are also under preparation, and the Board will send two sets to the districts for circulation soon.

Sd. x x x
Asst. Secretary.

GOVERNMENT OF MADRAS.

---Abstract.

Prohibition - Working of the Act during November 1947 - Report - Recorded.

G.O.Ms.No.1246. Revenue Department. Dt. 25-5-48.

Ref:
From the Board of Revenue/C.R.No.41064 Abk/47 XF1, dt. 12-8-48.
" " "do. Ref: C.R.No.1308/48 K.1 ; dt.10-5-48.

G.O.Ms. No.1246, dated 25-5-1948.

Recorded.

(By Order of His Excellency the Governor)
Sd. x x 21-5-48.
Secy.to Government.

To
To the Board of Revenue (Excise).

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p.t.o.

Revenue Department.

Prohibition - Working of the Act - Report for November'47.

From the Board of Revenue Ref.C.R.No.41064 Abk/47 XF 1 dt. 12-1-48.

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TO A.S.

Please see the Board's reference in the C.F.

2. INCIDENT MENTIONED AT 'A' on page 2 C.F.: The Board has promised a further report and it is awaited.

It is rather surprising. The remedy is to improve our rural propaganda methods and not to tie them up. These ~~diversions~~ are necessary in the prohibition dts.
Sd. x x/
26-1-48.

3. The Board has stated that rural games, bhajanas and entertainments are not quite popular and are not appreciated by the people in the villages of Malabar and South Kanara districts. The Board may, therefore, be requested to state whether these activities in the two districts may be stopped and the staff employed for the purpose disbanded.

4. The statement relating to permits called for in para 3 of G.O.No.2800,Rev., dt. 21-11-47 will presumably be subd. from next month onwards.

5. A draft Press Note is submitted. Action on para 3 will be taken after its issue. Public(Information and Publicity) may see before circulation.

Sd. x x
24-1-48. Sd. x x/26-1-48.

Rev.U.O.918 D/48-2,
dt. 26-1-48.

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Pub.(I. &.P) Dept.

The draft press note placed below may be perused and the case returned to the Revenue Dept. In respect of A above, the entertainments provided for the villagers should be such as will hold their interest. Short films on subjects in which the villagers are interested and gramaphone records will prove quite effective for this purpose and can profitably be tried.

Sd. x x
26-1-48.

363/48-1,dt.26-1-48.

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Rev. Deptt.

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TO A.S.

Action on A & B above will be taken later. The file may now be circulated, to H.M.(Prohn.) & the Hon'ble Premier for approval ~~for~~ of the draft Press Note later.

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27-1-48. Sd. x x/27-1-48.
H.M.(Prohn.) Sd. x x /29-1.
H.Pr. Sd. O.P.R./30-1-48.

TO A.S.

The file may now be sent to Pub.(I.&.P) for issue of the Press note below: /
Sd. x x/1-2-48.

Rev.U.O.918 D/48-3,dt.2-2-48.

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Pub. (I.&.P.) Deptt.

The press note may issue.
Sd. x x/2-2-48.

466/48-I & P.

p.t.o

Public (I.& P.) Deptt.

The press note has been issued.
This may now be returned to Revenue.

Sd. x x /3-2-48.
166/48-1, dt. 3-2-48.

Revenue Deptt.

TO A.S.

Please see the Pub.(I.& P) Note above and also the Board's proceedings on pp.16-17 c.f. since received.

2. With reference to A & B on p. 1 ante the Board's remarks may be invited. A draft memo is submitted. After issue, Dev. & Home may see for perusal of the report at pp.1-13-c.f.

Sd. x x
7-2-47.

Dev. / *
Home /(a.l)

* Issued-vide pp.22-23c.f.

Rev.U.O.918 D/48-5,
dt. 13-2-48.

Development Dept.

Dev.18884 G/48,dt.16-2-48.

TO AS.

The notes from pl 1 above and the Bd's report on the working of the Prohibition for November 1947 on pp.1-13 c.f. may be perused, and the file passed on to Home Deptt.
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21-2-48. Sd. x x/23-2-48. D.S. Sd. x x/23-2-48. S.

Dev.U.O.No.18884 G/48-1,
dt.24-2-48.

Home Dept.

The report on the working of the Prohibition Act for November 1947 at pp.1-13 c.f. may be perused and the file returned to the Revenue Dept.

Sd. x x/26-2-48.
Home U.O.No.15973 P/48-1,dt.27-2-48.

Revenue Deptt.

TO A.S.

Please see the notes of Dev. and Home above. The Board's reply to the memo on pp. 22-23 c.f. may be awaited.

Sd. x x /2-3-48.

/From the Bd. of Rev. C.R.No.1308/48 K.l.
dt. 10-5-48./

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TO A.S.

The Board observed in the report for November 1947 on the working of the Prohibition Act that rural games, bhajanas and entertainments were not quite popular and were not appreciated by the people in the villages of Malabar and South Kanara. On a reference made to the Board calling for proposals to improve the methods of propaganda, the Board stated that the above remarks were not applicable to South Kanara. In the further report at page 25 c.f. it is stated that the diversions mentioned at 'X' above did not make headway in Malabar as the houses in the villages were scattered and were not suitable for organised entertainments. However, necessary steps have been taken to improve the situation by purchasing gramaphone records and arranging for the supply of short films and magic lantern slides.

No futther action is necessary. The papers may be recorded. The draft on page 26 c.f. is for approval.

sd. x x x,
21-5-48

sd. x x x,
24-5-48.
D.S.

/True Copy/

PSR/3/2/1954

OFFICE ASSISTANT,
MADRAS RECORD OFFICE.